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# NEW MEXICO BUSINESS

CURRENT ECONOMIC REPORT

Vol. 10 No. 5
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# New Mexico 1987 Census of Retail Trade is Now Available

The *New Mexico 1987 Census of Retail Trade* is the first of the U.S. Census Bureau's economic census series to be released for New Mexico. The economic census series includes statistical data for industries such as retail and wholesale trade, services, transportation, manufactures, minerals, construction, agriculture, foreign trade and governments. On the whole, the economic censuses are updated every five years since 1967 and before that were available for 1963, 1958 and 1954. Prior to that time, the individual censuses were taken separately and at varying times.

Specifically, the *Census of Retail Trade* enumerates establishments primarily engaged in selling merchandise to the public for personal or household use and rendering services incidental to the sale of those goods. An important characteristic of retail trade establishments is that these businesses are engaged in activities which attract the general public to buy goods. Additionally, these businesses may buy or receive merchandise, as well as sell merchandise; and they may process their products, although processing is incidental or subordinate to selling.

The data collection for the economic censuses is made up of two methods. The first is through administrative records and the second by mail canvassing. The two survey methods target different types of respondents. The administrative record method obtains basic data, such as total receipts, payroll and employment from two federal agencies—the Internal Revenue Service and the Social Security Administration. This universe consists of firms who have no paid employees, as well as selected small, single-establishment firms with paid employees below a specified number (generally, three or less employees). The second method, mail canvassing, is made up of a universe consisting of firms with paid employees above a certain size cutoff (generally, four or more employees), as well as a 10% sample size of smaller firms with paid employees.

The retail establishments included in the *Census of Retail Trade* are classified by kind of business, according to the principal lines of commodities sold or the usual trade designations (drug store, cigar store, shoe store, etc.). There are eight major industry groups in retail trade in the standard industrial classification (SIC) system:

52 Building materials, hardware, garden supply and mobile home dealers
53 General merchandise sales
54 Food stores
55 Automotive dealers and gasoline service stations
56 Apparel and accessory stores
57 Home furniture, furnishings and equipment stores
58 Eating and drinking places
59 Miscellaneous retail

These major SIC groups are broken down further into three-digit industry groups, which in turn are subdivided into four-digit industry groups. The classifications for 1987 are based on the *1987 SIC Manual*. On the other hand, the *1982 Census of Retail Trade* is based on the *1972 SIC Manual* and its *1977 Supplement*. Comparing the *1987 Census of Retail Trade* to the *1982 Census of Retail Trade* requires taking into account major revisions in the two SIC manuals. These major revisions limit the comparability of data between 1982 and 1987. The *1987 SIC Manual* now identifies several new retail businesses which were not previously available (computer and software stores, optical goods stores and record and prerecorded tape stores). Since it was not possible to retabulate the 1982 data using the *1987 SIC Manual*, certain tables are included in the publications to help define the impact of those changes and create a bridge to the 1982 classifications. Additionally, data are available for the U.S. and states for both 1987 and 1982, using the *1977 SIC Manual* classifications.

The geographic coverage of the *New Mexico 1987 Census of Retail Trade* includes data for the state, metropolitan statistical areas (MSAs), counties and places with 2,500 inhabitants or more.

The data items available from the *New Mexico 1987 Census of Retail Trade* are as follows: number of establishments, sales, annual payroll, first quarter payroll, paid employees for the pay period including March 12, number of individual proprietorships and partnerships, and selected ratios. Additionally, each publication provides selected data from the previous economic census for easier comparisons (i.e., 1982 data are available in the 1987 publication). Selected definitions of the above data variables are:

1) Establishments are a single physical location at which business is conducted. An establishment can have a payroll or not. The majority of data in the *1987 Census of Retail Trade* is for establishments with payroll. It is counted if it was in business at any time during the calendar year 1987. For 1982

*(Continued on Page 8)*


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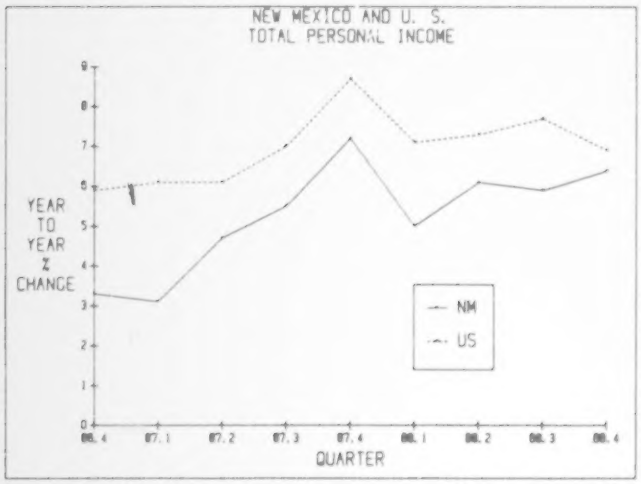
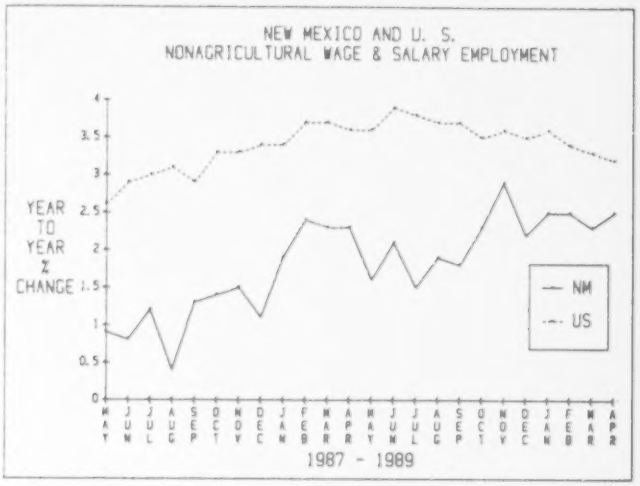
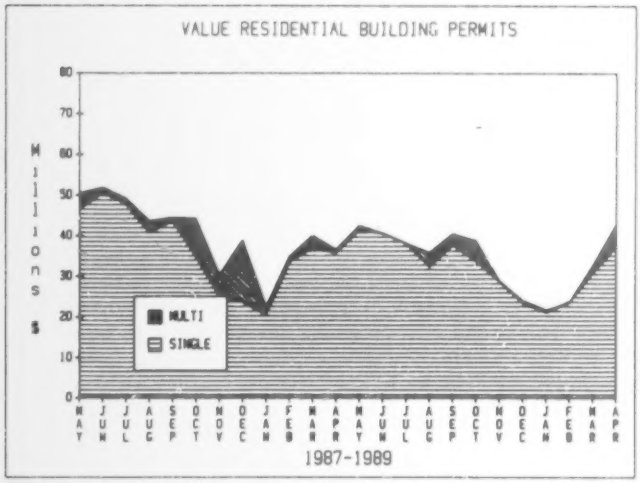
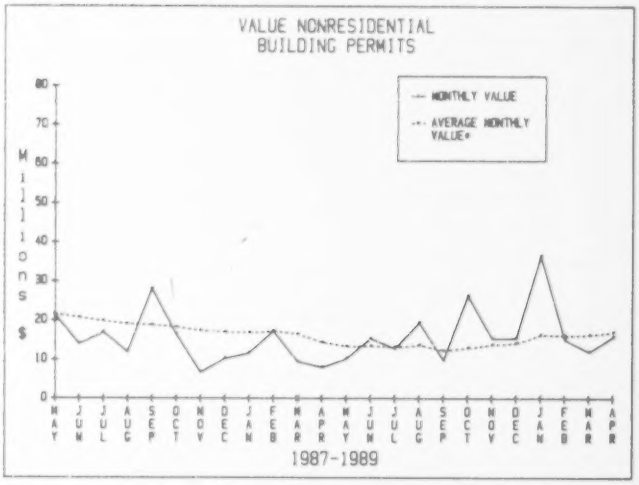
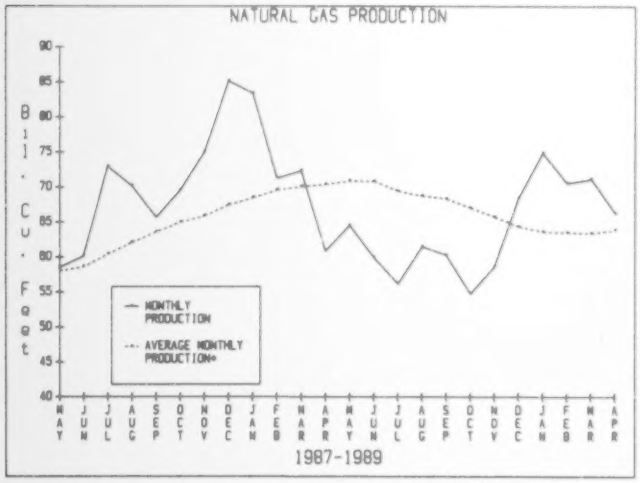
# ECONOMIC TRENDS IN NEW MEXICO

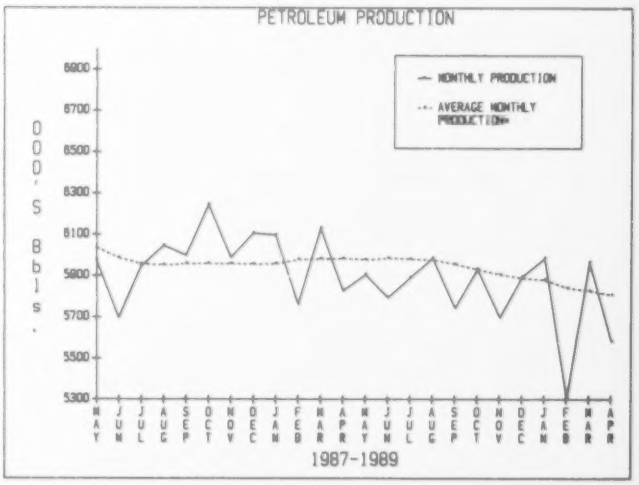



* 12 month moving average. For example, the point for August, 1988 represents an average of data from September, 1987 through August, 1988.

# U.S. ECONOMIC INDICATORS

| | CURRENT MO/QTR | CURRENT DATA | % CHANGE YEAR AGO | PREVIOUS MO/ QTR DATA |
|---|---|---|---|---|
| Consumer price index | | | | |
| All urban consumers (1982-84=100) | | | | |
| All items | Apr 89 | 123.1 | 5.1 | 122.3 |
| Food and beverages | Apr 89 | 124.0 | 6.3 | 123.3 |
| Housing | Apr 89 | 121.6 | 3.7 | 121.5 |
| Apparel and upkeep | Apr 89 | 120.9 | 3.3 | 119.3 |
| Transportation | Apr 89 | 114.6 | 6.9 | 111.9 |
| Medical care | Apr 89 | 146.8 | 7.2 | 146.1 |
| Entertainment | Apr 89 | 125.4 | 4.8 | 124.7 |
| Other goods and services | Apr 89 | 144.7 | 7.3 | 144.4 |
| Revised series, wage earners and clerical workers (1982-84=100) | | | | |
| All items | Apr 89 | 121.8 | 5.3 | 120.8 |
| Gross national product* ($Bil. constant) | Q1 89 | 4088.2 | 3.3 | 4033.4 |
| Prime interest rate** (% per annum) | Mar 89 | 11.5 | 35.3 | 11.5 |
| Mortgage interest rate*** (% per annum) | Mar 89 | 10.0 | 9.6 | 9.8 |
| 3 month treasury bill# (% per annum) | Mar 89 | 8.8 | 55.2 | 8.5 |
| Industrial production## (1977=100) | Mar 89 | 141.0 | 4.7 | 141.0 |
| Manufacturers new orders## ($Bil.) | Mar 89 | 232.9 | 10.0 | 231.3 |

# NEW MEXICO AND U.S. COMPARISONS

| | | NEW MEXICO | | | UNITED STATES | | |
|---|---|---|---|---|---|---|---|
| | CURRENT MO/QTR | CURRENT MO/QTR DATA | % CHANGE YEAR AGO | PREVIOUS MO/QTR DATA | CURRENT MO/QTR DATA | % CHANGE YEAR AGO | PREVIOUS MO/QTR DATA |
| Employment (000) | Apr 89 | 635.7 | 0.7 | 629.6 | 116,347 | 2.1 | 115,844 |
| Unemployment rate (%) | Apr 89 | 7.0 | -16.7 | 7.7 | 5.1 | -3.8 | 5.2 |
| Nonagricultural employment (000) | Apr 89 | 550.7 | 2.5 | 547.1 | 108,496 | 3.2 | 107,606 |
| Personal income### ($Mil.) | Q4 88 | 19,472 | 6.4 | 18,956 | 4,172,895 | 6.9 | 4,077,502 |
| Housing units permitted | | | | | | | |
| Single | Apr 89 | 503 | -3.6 | 402 | 89,021 | -5.5 | 84,096 |
| Multi | Apr 89 | 310 | 933.3 | 40 | 32,453 | -25.0 | 31,966 |

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Note: Selected data items subject to revision.
N Not available.
* 1982 dollars at seasonally adjusted annual rates.
** Closing rate for month.
*** Effective rate (in the primary market) on conventional mortgages, reflecting fees and charges as well as contract rate and assumed, on the average, repayment at end of 10 years.
# Rate on new issues within period; bank discount basis.
## Monthly data seasonally adjusted.
### Quarterly data seasonally adjusted at annual rates.
Sources: U. S. Department of Labor, News: CPI data;
New Mexico Department of Labor and U. S. Bureau of Labor Statistics: employment and unemployment data.
U. S. Department of Commerce, Bureau of Economic Analysis: income data;
U. S. Department of Commerce, Bureau of the Census: construction data.
U. S. Council of Economic Advisors, Economic Indicators: all other data.

# NEW MEXICO ECONOMIC INDICATORS

| | CURRENT MO/QTR | CURRENT DATA | % CHANGE YEAR AGO | PREVIOUS MO/QTR DATA | % CHANGE@ 12 MONTH AVERAGES |
|---|---|---|---|---|---|
| 1. GENERAL | | | | | |
| Civilian labor force* (000) | Apr 89 | 683.8 | -0.8 | 681.9 | 1.0 |
| Total employment* (000) | Apr 89 | 635.7 | 0.7 | 629.6 | 2.2 |
| Unemployment* (000) | Apr 89 | 48.1 | -16.9 | 52.2 | -12.4 |
| Unemployment rate (%) | Apr 89 | 7.0 | -16.7 | 7.7 | -12.8 |
| Weekly new unemployment insurance claims | Apr 89 | 1198.0 | -8.8 | 1110.0 | -5.5 |
| Nonagricultural wage/salary employment**(000) | Apr 89 | 550.7 | 2.5 | 547.1 | 2.2 |
| Personal income*** ($ mil.) | Q4 88 | 19472.0 | 6.4 | 18956.0 | 5.9 |
| New business incorporations | Mar 89 | 259.0 | 6.6 | 203.0 | 2.5 |
| Business failure liabilities ($ 000) | Nov 88 | 11565.0 | 601.8 | 168266.0 | 303.9 |
| 2. AGRICULTURAL RECEIPTS | | | | | |
| Livestock and products ($ mil.) | Dec 88 | 48.7 | -24.4 | 111.8 | 6.9 |
| Crops ($ mil.) | Dec 88 | 36.6 | 27.1 | 42.8 | 10.3 |
| Total ($ mil.) | Dec 88 | 85.3 | -8.5 | 154.6 | 7.9 |
| 3. MINING | | | | | |
| Employment** (000) | Apr 89 | 15.3 | 0.7 | 15.2 | 0.7 |
| Average hourly earnings ($) | Apr 89 | 12.28 | 2.6 | 12.13 | 7.7 |
| Petroleum production (000 bbls.) | Apr 89 | 5579.7 | -4.2 | 5966.3 | -3.0 |
| Natural gas production (bil. cu. ft.) | Apr 89 | 66.2 | 8.9 | 71.1 | -9.2 |
| Coal production (000 short tons) | Apr 89 | 2005.0 | 29.1 | 1875.0 | 0.7 |
| Oil well completions& | Apr 89 | 29.0 | 45.0 | 46.0 | -14.9 |
| Gas well completions& | Apr 89 | 23.0 | -47.7 | 81.0 | 18.6 |
| Total footage drilled&& (000) | Apr 89 | 375.8 | 0.9 | 532.2 | -3.7 |
| Oil sales ($ mil.) | Feb 89 | 81.7 | -8.8 | 95.2 | -18.2 |
| Gas sales ($ mil.) | Feb 89 | 109.3 | -16.7 | 120.5 | -14.9 |
| 4. CONSTRUCTION | | | | | |
| Employment** (000) | Apr 89 | 29.2 | -1.7 | 28.5 | -5.1 |
| Average hourly earnings ($) | Apr 89 | 11.38 | 4.2 | 11.38 | 4.8 |
| Residential units permitted | Apr 89 | 813.0 | 47.3 | 442.0 | -23.2 |
| Residential building permits ($ mil.) | Apr 89 | 42.8 | 16.6 | 32.7 | -15.9 |
| Nonresidential building permits ($ mil.) | Apr 89 | 15.8 | 100.0 | 11.9 | 18.9 |
| Residential construction contracts ($ mil.) | Apr 89 | 39.8 | -13.5 | 46.0 | -3.3 |
| Nonresidential construction contracts ($mil.) | Apr 89 | 28.3 | 19.9 | 46.1 | -2.5 |
| Nonbuilding construction contracts ($ mil.) | Apr 89 | 28.6 | 5.1 | 22.5 | 21.5 |
| 5. TRANSPORTATION/COMMUNICATION/UTILITIES | | | | | |
| Employment** (000) | Apr 89 | 28.7 | -1.7 | 28.5 | -0.7 |
| Average hourly earnings@@ ($) | Apr 89 | 13.78 | 0.8 | 14.29 | 2.0 |
| 6. MANUFACTURING | | | | | |
| Employment** (000) | Apr 89 | 40.5 | 3.3 | 40.4 | 3.1 |
| Average hourly earnings ($) | Apr 89 | 8.48 | -3.4 | 8.56 | -0.7 |
| Electric & electronic equipment employment** (000) | Apr 89 | 5.7 | 9.6 | 5.8 | 9.8 |
| Transportation equipment employment** (000) | Apr 89 | 5.4 | 5.9 | 5.4 | 10.4 |
| Food & kindred products employment** (000) | Apr 89 | 3.7 | 2.8 | 3.7 | -2.5 |
| Textile & apparel employment** (000) | Apr 89 | 2.7 | 0.0 | 2.7 | 3.8 |
| Lumber & wood products employment** (000) | Apr 89 | 2.4 | 0.0 | 2.4 | -3.8 |

# NEW MEXICO ECONOMIC INDICATORS (continued)

| | CURRENT MO/QTR | DATA | % CHANGE YEAR AGO | PREVIOUS MO/QTR DATA | % CHANGE# 12 MONTH AVERAGES |
|---|---|---|---|---|---|
| 7. TRADE | | | | | |
| Wholesale employment** (000) | Apr 89 | 23.3 | 1.3 | 22.1 | 0.9 |
| Retail employment** (000) | Apr 89 | 108.8 | 4.4 | 107.6 | 3.0 |
| Average hourly earnings ($) | Apr 89 | 6.78 | 0.6 | 6.61 | -1.6 |
| 8. FINANCE/INSURANCE/REAL ESTATE | | | | | |
| Employment** (000) | Apr 89 | 27.5 | 3.0 | 27.1 | 1.1 |
| Bank average hourly earnings ($) | Apr 89 | 6.70 | 11.7 | 6.60 | 6.9 |
| Bank total assets ($ mil.) | Q4 88 | 10168.5 | 4.2 | 9932.5 | 3.3 |
| Bank total deposits ($ mil.) | Q4 88 | 8642.7 | 3.2 | 8440.2 | 2.4 |
| Bank net loans ($ mil.) | Q4 88 | 5748.2 | 5.0 | 5694.9 | 1.0 |
| S & L total assets ($ mil.) | Apr 89 | 5306.0 | -9.2 | 5296.0 | -8.6 |
| S & L total deposits ($ mil.) | Apr 89 | 4531.0 | -6.3 | 4525.0 | 0.6 |
| S & L new mortgage loans closed&&& ($ mil.) | Apr 89 | 77.0 | 0.0 | 93.0 | -6.4 |
| 9. SERVICES AND TOURISM | | | | | |
| Total service employment** (000) | Apr 89 | 131.0 | 3.1 | 130.5 | 3.9 |
| Lodging employment** (000) | Apr 89 | 11.4 | 2.7 | 10.9 | 0.9 |
| Eating & drinking places employment** (000) | Apr 89 | 42.1 | 7.1 | 41.1 | 5.1 |
| Visits to state parks (000) | May 89 | 633.9 | 14.6 | 373.7 | -8.8 |
| Visits to national parks/monuments (000) | Apr 89 | 170.5 | 6.4 | 204.5 | 6.7 |
| Passenger traffic at Albuquerque airport@ (000) | Apr 89 | 356.0 | 8.9 | 397.9 | 4.4 |
| Lodgers tax receipts### ($ 000) | Q1 89 | 2080.7 | 11.8 | 2542.4 | 15.0 |
| Lodging occupancy rates (%) | Apr 89 | 64.6 | 5.4 | 65.7 | 7.0 |
| 10. GOVERNMENT | | | | | |
| Total government employment** (000) | Apr 89 | 146.4 | 2.4 | 146.2 | 2.4 |
| Federal employment** (000) | Apr 89 | 30.6 | 1.7 | 30.4 | -0.3 |
| State employment** @@ (000) | Apr 89 | 51.7 | 2.2 | 51.6 | 1.7 |
| Local employment** (000) | Apr 89 | 64.1 | 2.9 | 64.2 | 4.3 |
| Total general fund revenues@@@ ($ mil.) | Mar 89 | 125.7 | -15.0 | 117.3 | 9.7 |

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Note: selected data items subject to revision.
N Not available.
* Number of persons by place of residence.
** Number of jobs by place of work.
*** Quarterly data seasonally adjusted at annual rates.
& These include wells that are in the following categories: new drillings, deepened, plugged back, reentry and additional zone.
&& Oil and gas combined.
&&& New mortgage loans closed equals the previously carried item "Total loans closed" plus a relatively insignificant additional loan category.
# For example, in the report that contained June 1985 figures this would be the percent change in the average of July 1983 to June 1984 data versus the average of July 1984 to June 1985 data.
## Communications and utilities only.
### A portion of the increase in lodgers tax receipts is attributable to an increase in the rate levied by the City of Santa Fe. The rate increased from 3 to 4 percent as of July 1, 1987.
@ Passenger traffic includes enplanements and deplanements.
@@ This figure includes full and part time employment at Los Alamos National Laboratory (LANL). Full time equivalent employment (FTE) at LANL is 7,700 as of April 1989 according to LANL Personnel Dept.
@@@ Includes recurring and non-recurring revenues.

Sources: New Mexico Department of Labor: Sections 1, 3, 4, 5, 6, 7, 8, 9, 10;
Dun and Bradstreet, Inc.: Section 1;
U. S. Dept of Commerce, Bureau of Economic Analysis: Section 1;
USDA Statistical Reporting Service: Section 2;
New Mexico Energy, Minerals and Natural Resources Dept., Oil and Gas Conservation Division: Section 3;
New Mexico Taxation and Revenue Dept., Oil and Gas Accounting Division: Section 3;
U. S. Dept. of Energy, Energy Information Administration: Section 3;
U. S. Dept. of Commerce, Bureau of the Census: Section 4;
F. W. Dodge Company (a division of McGraw Hill, Inc.): Section 4;
U. S. Federal Reserve: Section 8;
Federal Home Loan Bank of Dallas: Section 8;
U. S. Federal Deposit Insurance Corporation: Section 8;
New Mexico Energy, Minerals and Natural Resources Dept., Park and Recreation Division: Section 9;
U. S. National Park Service: Section 9;
City of Albuquerque, Albuquerque International Airport: Section 9;
New Mexico Dept. of Finance and Administration, Local Government Division: Section 9;
Pannell, Kerr and Forster: Section 9;
New Mexico Dept. of Finance and Administration: Section 10.

# CITIES, COUNTIES AND FEATURES

GROSS RECEIPTS# FROM RETAIL TRADE##
TOP 20 CITIES
($000)

| | CURRENT 3 MONTH AVERAGE* FEB-APR | % CHANGE AVERAGE YEAR AGO | PREVIOUS 3 MONTH AVERAGE* NOV-JAN |
|---|---|---|---|
| Alamogordo | $ 13,600 | -4.8 | $ 15,258 |
| Albuquerque | 225,474 | 5.1 | 249,062 |
| Artesia | 4,757 | 1.7 | 4,990 |
| Carlsbad | 11,623 | 10.9 | 12,353 |
| Clovis | 15,072 | -3.0 | 18,757 |
| Deming | 5,172 | -3.5 | 6,419 |
| Espanola | 6,187 | 3.4 | 6,780 |
| Farmington | 28,302 | 7.1 | 32,428 |
| Gallup | 21,489 | 1.3 | 23,378 |
| Hobbs | 14,415 | -15.0 | 17,404 |
| Las Cruces | 34,698 | 2.9 | 39,059 |
| Las Vegas | 5,573 | 1.4 | 5,992 |
| Los Alamos | 5,721 | 17.8 | 6,070 |
| Portales | 4,605 | 3.5 | 5,459 |
| Rio Rancho | 6,224 | 35.1 | 5,409 |
| Roswell | 17,998 | 3.6 | 19,610 |
| Ruidoso | 4,917 | 8.3 | 5,642 |
| Santa Fe | 47,627 | 7.9 | 56,955 |
| Silver City | 7,185 | -1.3 | 8,757 |
| Taos | 7,756 | 24.8 | 7,866 |
| State total | 626,954 | 4.7 | 692,272 |

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\# Gross receipts reported are for gross receipts tax purposes, which do not include all the receipts of all firms.
\#\# Estimates for May, 1987 based on incomplete data.
* Averages are used to smooth out fluctuations in the data, which are not caused by changes in economic conditions.
Note: Rio Rancho now replaces Grants in the top 20 cities.

Source: New Mexico Taxation and Revenue Department.

NEW MEXICO CONSTRUCTION
SELECTED CITIES

| | NUMBER OF BUILDING UNITS OR PERMITS * | | | | VALUE OF BUILDING PERMITS ($000) | | | |
|---|---|---|---|---|---|---|---|---|
| | APRIL 1989 | APRIL 1988 | CUMULATIVE TOTAL THROUGH APRIL 1989 | CUMULATIVE TOTAL THROUGH APRIL 1988 | APRIL 1989 | APRIL 1988 | CUMULATIVE TOTAL THROUGH APRIL 1989 | CUMULATIVE TOTAL THROUGH APRIL 1988 |
| NEW RESIDENTIAL** | | | | | | | | |
| Alamogordo | 3 | 14 | 19 | 37 | $ 247 | $ 797 | $ 1,269 | $ 1,945 |
| Albuquerque | 181 | 174 | 507 | 855 | 12,973 | 12,827 | 37,865 | 52,963 |
| Carlsbad | 0 | 7 | 5 | 17 | 0 | 411 | 360 | 880 |
| Clovis | 9 | 2 | 40 | 9 | 390 | 114 | 2,178 | 629 |
| Farmington | 4 | 2 | 8 | 13 | 257 | 81 | 479 | 671 |
| Hobbs | 0 | 1 | 2 | 1 | 0 | 425 | 183 | 425 |
| Las Cruces | 183 | 65 | 276 | 259 | 4,141 | 2,834 | 10,625 | 11,582 |
| Los Alamos | 2 | 3 | 5 | 8 | 252 | 181 | 667 | 1,086 |
| Rio Rancho*** | 65 | 120 | 303 | 337 | 2,982 | 3,797 | 14,554 | 13,142 |
| Roswell | 8 | 9 | 26 | 26 | 592 | 635 | 1,856 | 1,764 |
| Ruidoso | 5 | 6 | 18 | 18 | 359 | 393 | 1,170 | 1,282 |
| Santa Fe | 146 | 23 | 219 | 100 | 4,786 | 1,792 | 11,979 | 6,373 |
| NEW NONRESIDENTIAL | | | | | | | | |
| Alamogordo | 7 | 5 | 20 | 23 | 270 | 35 | 620 | 564 |
| Albuquerque | 4 | 2 | 11 | 14 | 5,288 | 1,696 | 41,114 | 17,093 |
| Carlsbad | 9 | 8 | 22 | 22 | 90 | 26 | 314 | 99 |
| Clovis | 1 | 1 | 4 | 5 | 158 | 24 | 548 | 1,048 |
| Farmington | 1 | 0 | 1 | 4 | 115 | 0 | 115 | 1,412 |
| Hobbs | 1 | 1 | 4 | 3 | 2,285 | 97 | 2,467 | 372 |
| Las Cruces | 10 | 15 | 38 | 54 | 861 | 734 | 1,789 | 5,236 |
| Los Alamos | 1 | 2 | 3 | 5 | 4 | 1 | 49 | 13 |
| Rio Rancho*** | 1 | 2 | 4 | 8 | 574 | 346 | 1,150 | 5,558 |
| Roswell | 10 | 11 | 33 | 22 | 441 | 76 | 1,377 | 533 |
| Ruidoso | 3 | 1 | 5 | 1 | 40 | 454 | 521 | 454 |
| Santa Fe | 4 | 3 | 18 | 13 | 1,090 | 447 | 3,944 | 1,746 |

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Note: Top twelve cities chosen on basis of residential construction activity during the period 1982 through 1984.
* Residential data shows the number of permitted units, while nonresidential data shows the number of permits.
** Residential data includes both single and multi family units.
*** City of Rio Rancho reported Rio Rancho data.

Sources: City of Rio Rancho: Rio Rancho only;
U. S. Department of Commerce, Bureau of the Census: all others.

# CITIES, COUNTIES AND FEATURES (continued)

ESTIMATED CIVILIAN LABOR FORCE AND EMPLOYMENT
(000)

| | NEW MEXICO | | | ALBUQUERQUE MSA* | | | LAS CRUCES MSA** | | | SANTA FE MSA*** | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | APRILp | % CHANGE YEAR AGO | MARCHr | APRILp | % CHANGE YEAR AGO | MARCHr | APRILp | % CHANGE YEAR AGO | MARCHr | APRILp | % CHANGE YEAR AGO | MARCHr |
| TOTAL CIVILIAN LABOR FORCE | 683.8 | -0.8 | 681.9 | 262.1 | -0.7 | 260.7 | 54.8 | -1.8 | 55.2 | 64.9 | -3.0 | 64.9 |
| Employment@ | 635.7 | 0.7 | 629.6 | 248.0 | -0.1 | 246.0 | 51.1 | -1.0 | 51.0 | 62.2 | -1.6 | 61.6 |
| Unemployment | 48.1 | -16.9 | 52.2 | 14.2 | -9.6 | 14.7 | 3.8 | -9.5 | 4.2 | 2.7 | -28.9 | 3.3 |
| Unemployment rate (%) | 7.0 | -16.7 | 7.7 | 5.4 | -10.0 | 5.6 | 6.9 | -8.0 | 7.7 | 4.2 | -25.0 | 5.1 |
| NONAGRICULTURAL WAGE & SALARY EMPLOYMENT | 550.7 | 2.5 | 547.1 | 239.5 | 2.1 | 238.3 | 42.2 | 3.7 | 41.8 | 55.5 | 2.4 | 55.4 |
| Mining | 15.3 | 0.7 | 15.2 | 0.2 | 0.0 | 0.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 |
| Contract construction | 29.2 | -1.7 | 28.5 | 14.6 | 0.0 | 14.3 | 2.3 | 9.5 | 2.2 | 2.4 | -4.0 | 2.3 |
| Manufacturing | 40.5 | 3.3 | 40.4 | 20.6 | 1.0 | 20.5 | 3.6 | 0.0 | 3.6 | 1.7 | 6.3 | 1.7 |
| Durable goods | 27.6 | 4.2 | 27.5 | 14.9 | 0.0 | 14.8 | 1.6 | 0.0 | 1.6 | 1.1 | 10.0 | 1.1 |
| Nondurable goods | 12.9 | 1.6 | 12.9 | 5.7 | 3.6 | 5.7 | 2.0 | 0.0 | 2.0 | 0.6 | 0.0 | 0.6 |
| Transportation & public utilities | 28.7 | -1.7 | 28.5 | 12.7 | 0.0 | 12.6 | 1.4 | 0.0 | 1.4 | 1.1 | -8.3 | 1.1 |
| Trade | 132.1 | 3.9 | 130.7 | 60.9 | 3.2 | 60.7 | 9.0 | 5.9 | 8.9 | 11.0 | 5.8 | 10.9 |
| Wholesale | 23.3 | 1.3 | 23.1 | 14.2 | 0.0 | 14.2 | 1.0 | 11.1 | 1.0 | 0.9 | 0.0 | 0.9 |
| Retail | 108.8 | 4.4 | 107.6 | 46.7 | 4.2 | 46.5 | 8.1 | 6.6 | 8.0 | 10.1 | 5.2 | 10.0 |
| Finance, insurance, & real estate | 27.5 | 3.0 | 27.1 | 15.1 | 1.3 | 14.9 | 1.8 | 5.9 | 1.8 | 1.9 | -5.0 | 1.9 |
| Services | 131.0 | 3.1 | 130.5 | 67.0 | 2.1 | 66.7 | 6.8 | 6.3 | 6.7 | 14.6 | 1.4 | 14.9 |
| Government | 146.4 | 2.4 | 146.2 | 48.4 | 2.8 | 48.4 | 17.3 | 1.8 | 17.2 | 22.8 | 3.2 | 22.7 |
| Federal | 30.6 | 1.7 | 30.4 | 13.6 | 0.7 | 13.6 | 4.2 | -2.3 | 4.2 | 1.6 | 0.0 | 1.6 |
| State | 51.7 | 2.2 | 51.6 | 13.3 | 3.1 | 13.3 | 7.3 | 2.8 | 7.2 | 16.9 | 3.7 | 16.8 |
| Local | 64.1 | 2.9 | 64.2 | 21.5 | 3.9 | 21.5 | 5.8 | 3.6 | 5.8 | 4.3 | 2.4 | 4.3 |

N Not available, less than 50 jobs.
P Preliminary.
R Revised.

* Bernalillo County.
** Dona Ana County.
*** Santa Fe and Los Alamos Counties.
@ Includes labor disputes.

Source: New Mexico Department of Labor.

New Mexico 1987 Census of Retail Trade - Selected Statistics for Counties

| | Number of Establishments | Sales ($000's) | | Number of Establishments | Sales ($000's) |
|---|---|---|---|---|---|
| Bernalillo | 2,868 | $3,296,917 | McKinley | 373 | $ 323,283 |
| Catron | 11 | 2,545 | Mora | 12 | 2,599 |
| Chaves | 349 | 266,148 | Otero | 289 | 224,980 |
| Cibola | 114 | 76,547 | Quay | 98 | 55,578 |
| Colfax | 140 | 71,646 | Rio Arriba | 136 | 99,559 |
| Curry | 334 | 256,130 | Roosevelt | 97 | 74,638 |
| DeBaca | 23 | 7,030 | Sandoval | 152 | 79,249 |
| Dona Ana | 606 | 515,581 | San Juan | 517 | 481,658 |
| Eddy | 316 | 244,350 | San Miguel | 139 | 85,631 |
| Grant | 164 | 129,252 | Santa Fe | 787 | 639,998 |
| Guadalupe | 41 | 25,342 | Sierra | 83 | 37,793 |
| Harding | 8 | 2,613 | Socorro | 80 | 41,685 |
| Hidalgo | 49 | 25,691 | Taos | 231 | 121,407 |
| Lea | 385 | 272,291 | Torrance | 48 | 32,736 |
| Lincoln | 158 | 83,398 | Union | 41 | 14,560 |
| Los Alamos | 103 | 68,127 | Valencia | 170 | 180,064 |
| Luna | 110 | 80,566 | | | |
| | | | New Mexico | 9,032 | $7,919,592 |

Note: Only establishments with a payroll are included in this table. All data shown is based on the 1987 SIC Manual.

Source: U.S. Bureau of the Census.

## New Mexico 1987 Census . . .

*(Continued from Page 1)*

and earlier censuses, the establishment was counted only if it was in business at the end of the calendar year. An establishment is not necessarily identical with a company or enterprise, which may consist of one establishment or more. In other words, if a parent company has a few subsidiaries at different locations, those subsidiaries would each be counted as an establishment. When two or more activities are carried on at the same location the establishment is classified under the majority activity and all data collected are included in that classification.

2) Sales include merchandise sold for cash or credit at retail establishments. These data also include amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, etc.; the total value of service contracts; and gasoline, liquor, tobacco and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

3) Annual payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay and the value of payments in kind paid during the calendar year to all employees.

4) Paid employees for the pay period including March 12 consist of full-time and part-time employees, including salaried officers and executives of corporations, who are on the payroll in the pay period including March 12.

The following analysis of the retail trade sector in New Mexico is based on the *1972 SIC Manual* classifications. In comparing the different classifications, there are a few things to note. First, unless otherwise stated, increases are always for the five-year period from 1982 to 1987. Second, the majority of classifications have a small number of establishments to begin with, so even a relatively minor increase in the number will have a large effect on the percent change. Finally, all sales figures are nominal values. In other words, there has been no adjustment for inflation.

The number of establishments in New Mexico has increased a total of 2.5 percent, while sales have increased 28.7 percent. In comparing these increases to the past three economic censuses, the trend shows that while sales,and establishments are still increasing they are increasing at a slower rate. The increase in sales from 1972 to 1977 was 77.3 percent and the increase for 1977 to 1982 was 59.6 percent. The 1987 data for the U.S. are not available at this time. However, when looking at the *1982, 1977* and *1972 Censuses of Retail Trade for the United States* the same trend is apparent. There could be a variety of reasons for this slow down including lower inflation, a slower rate of population growth and the effect of dealing from a larger base of businesses.

Building materials and garden supplies (SIC 52) experienced an overall growth rate in sales of 24.8 percent. Within SIC 52, retail nurseries, lawn and garden supply stores (SIC 526) showed an increase in sales of 80.7 percent and an increase of 22.2 percent in establishments. Variety stores (SIC 533), which sell various merchandise at low prices, showed a sales decrease of 46.1 percent and the number of establishments dropped 20 percent. Sales in food stores (SIC 54) experienced a modest growth of 12 percent. Automotive dealers (SIC 55) had an increase of 43.1 percent in sales. Eating and drinking establishments (SIC 58) rose 38.8 percent, of which refreshment places (SIC 5812 part) increased the most in that industry, 49.3 percent. Drug and proprietary stores (SIC 591) showed a sales increase of 57 percent, while the number of establishments decreased 5 percent. Another industry that increased substantially in sales while decreasing in establishments was catalog and mail-order houses (SIC 5961)—sales grew by almost 40 percent, while establishments dropped about 34 percent.

For more information call the Data Bank at 277-6626.

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